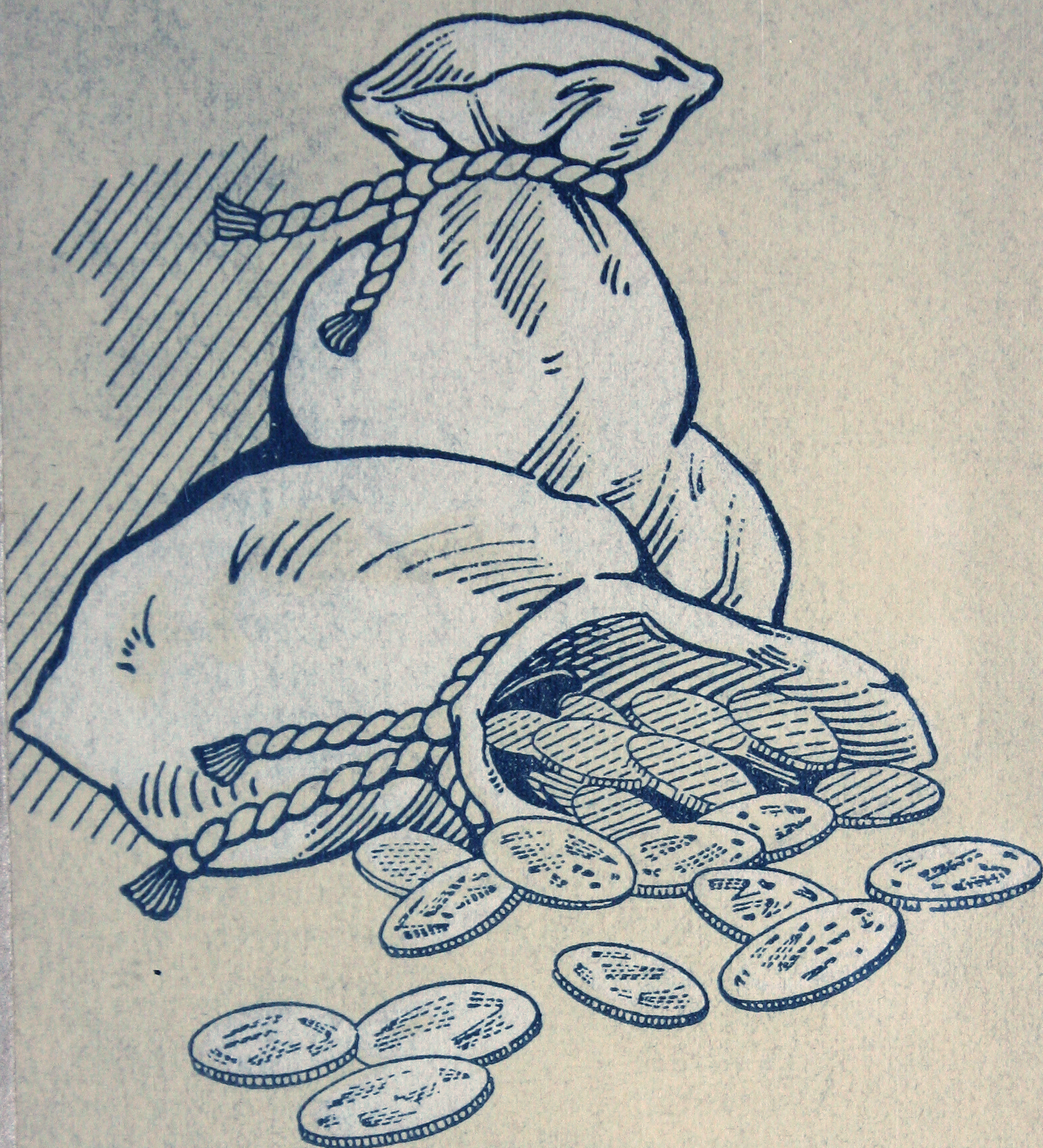


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How  
**RICHMOND**

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Vacuum  
Cleaning  
SAVES  
MONEY



### **It Always Pays for Itself.**

The beauty of vacuum cleaning is that, wherever installed, it *always pays for itself*.


It pays for itself, first, because it does away with the annual tear-up called *house-cleaning* (and house-cleaning costs more than you think unless you have figured it out).

It pays for itself, second, because it doubles and trebles the life of carpets, hangings, furniture, wall-paper, decorations; and keeps everything always *bright and new*.

Vacuum cleaning does away with the worst drudgery a woman knows; without any of the back-aches or annoyances of sweeping and dusting, it ensures an absolute cleanliness such as sweeping and dusting could never make possible.

But even convenience and ease and perfect cleanliness are of secondary importance when compared with the actual, traceable, provable *saving of money* that vacuum cleaning brings.





The money  
you spend  
housecleaning  
would buy a  
**"RICHMOND"**  
vacuum system.

It costs money to tear up  
and "clean house" — The  
money you pay out for extra  
labor—The money you lose  
in damage to carpets, decor-  
ations, ornaments and furni-  
ture. To say nothing of the  
physical wear and tear.

\*\*\*\*\*

With **"RICHMOND"** vac-  
uum cleaning, you can clean  
without opening a window  
— without raising dust —  
without moving the furni-  
ture. Floor coverings, walls,  
upholstery, draperies, pil-  
lows, mattresses, pianos—  
everything in the house is  
"air scrubbed" *just where it is.*

The **"RICHMOND"** cleaned  
house is *always* cleaner than  
the severest "house-cleaning"  
could ever make it.

\*\*\*\*\*

And the expense of two or three  
house-cleanings would easily pay the  
whole cost of a **"RICHMOND"**.





### Judge "RICHMOND" Vacuum Cleaning Purely as an Economy

Forget the fact that vacuum cleaning eliminates drudgery, increases comfort, promotes health—forget the convenience of it for a moment, and judge it purely as an **economy**—by the actual daily dollars and cents it saves.

*Mr. Geo. P. Miller, a prominent attorney of Milwaukee, writes:*

"Altho my residence was not new, you installed the system without any annoyance or disturbance and without defacement to the premises. The apparatus now is in perfect order and requires no skill to operate. It is a great labor saver, as by its use one person can do the work of two or three with much greater efficiency and with less disturbance."





*Mr. Joseph D. Meehan, a prominent architect of New York City, writes:*

"I find your system the best, most economical and most automatic of any system I have inspected. Appreciating that in the service of any residence owner there is no engineer, your system especially appeals to one for its many special and exclusive features, such as the automatic oil feed, automatic (power) control and automatic unloading device, which insures your plant against burning out of the motor and regulates the power approximately to the amount of work done. By use of the automatic oiler your plant is always ready for operation, avoiding the necessity of filling oil cups and the constant attention of an experienced engineer."





## 216 of the Leading Hotels in America Use "RICHMOND"

### Vacuum Cleaning

In hotels where house-cleaning is a *business*, brooms and dusters have long been discarded as *too expensive*.

In hotels, where *every operation* is figured down to the last penny of cost, "RICHMOND" Vacuum Cleaning has been almost universally adopted *because it pays*. In such hotels as ;

Ritz-Carlton, New York	Denechaud, New Orleans
Knickerbocker, New York	Gayoso, Memphis
Plaza, New York	Jefferson, St. Louis
St. Regis, New York	Claypool, Indianapolis
Gotham, New York	Sinton, Cincinnati
Belmont, New York	Copley Square, Boston
LaSalle, Chicago	Ten Eyck, Albany
Auditorium Annex, Chicago	Seneca, Rochester
Stratford, Chicago	Iroquois, Buffalo
Great Northern, Chicago	Hollenden, Cleveland
Bellevue-Stratford, Phila.	Pontchartrain, Detroit
Belvedere, Baltimore	Plankinton, Milwaukee
Shoreham, Washington	Raddison, Minneapolis
Jefferson, Richmond, Va.	St. Paul, St. Paul
Piedmont, Atlanta	Baltimore, Kansas City





**A "RICHMOND" Vacuum Cleaning  
System Which Pays 54%  
Profit Per Annum.**

An example of the saving in depreciation which "RICHMOND" Vacuum Cleaning brings, is shown in the case of the Piedmont Hotel, Atlanta, Ga.

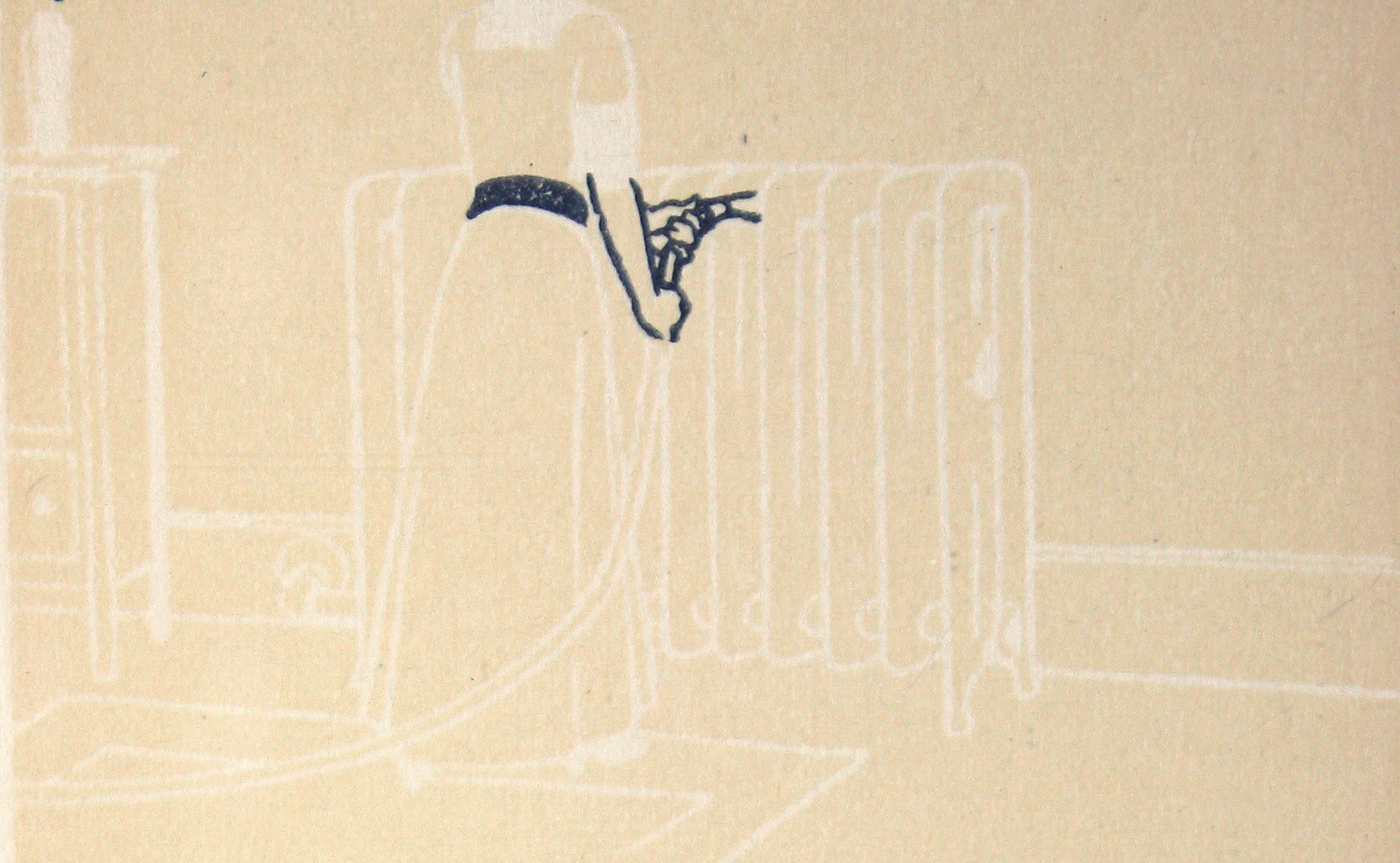
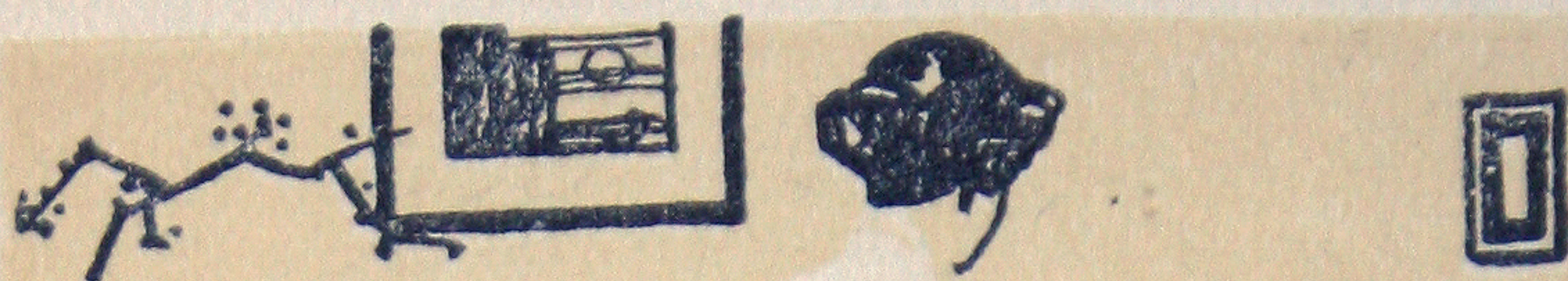
In this Hotel there are 10,000 yards of carpet. The carpet cost \$1.50 per yard or \$15,000.00.

When it was laid the management expected to have to replace most, if not all of it, in five years.

More than seven years have now passed, and the SAME carpets remain on the SAME floors, as they were first laid.

They are still bright and new and will not need replacement for years to come.





But assume, even, that these carpets had to be replaced now: their annual cost would have been \$2,142 per year instead of \$3,000 per year on the five year basis—a saving of \$858 per year on this item alone.

Even if this "RICHMOND" plant had effected no other saving—and even if these carpets had to be replaced at this time, the annual saving would amount to 54% on the total cost of the plant which was installed in the hotel.

**This "RICHMOND" Vacuum Cleaning System Will Pay for Itself Over and Over Again**

In the New York Public Library, the problem of dust removal is acute. Not because there is more dust than in any building of similar size; but because there are *more places for the dust to hide.*





The problem is not alone to take care of the dirt that is tracked in daily by thousands of pairs of feet—not alone to clean the floors, furniture and walls.

But to *clean the tops of 3,500,000 books and the nooks and crannies between and behind them.*

To keep clean the *sixty-three miles of book shelves* on which these books are stacked.

This cleaning problem was solved by the installation of a "RICHMOND" Vacuum Cleaning System.

There is no nook or cranny in the 10,380,000 cubic feet of this library that cannot be cleaned by this "RICHMOND" system. Cleaned every day, if desired, without interruption or annoyance to a single reader. And the saving in labor alone will pay the *whole cost of the system, over and over again.*





**Saves \$1,185.60 a Year Through  
"RICHMOND" Vacuum Cleaning.**

*—From the Manager of the Empire Building, Birmingham, Ala. :—*

"When we first opened up the Empire Building, which is a modern sixteen-story steel-framed building, we employed sixteen women, one on each floor, together with men, to clean the building.

"The pay roll for the sixteen women amounted to \$65.60 per week.

"We now use your vacuum cleaning system to keep our building clean and have only eight women together with the men.

"We find that it costs us about \$10.00 per week for electric power and oil used to run the vacuum cleaning machine, but as we have cut the pay roll from \$65.60 to \$32.80 and add \$10.00 for power and oil, making \$42.80, you will note a saving of \$22.80 per week.





" Besides this, no janitor or janitress, who uses brooms, dust brushes, etc., can in any wise clean an office as the vacuum cleaning machine does."

A saving of nearly 60% per annum on the whole cost of the system!

### Five Men Clean this Whole 41 Story Building

In the Singer Tower (New York) there are more than a *thousand separate offices*.

By brooms and dusters it is estimated that it would take more than twenty-five men to do the cleaning—and the offices would never be *absolutely* clean.

With "RICHMOND" vacuum cleaning, which is used, only five men are required to do the work and to do it thoroughly.

Wherever installed—in a ten-room residence or a building which measures its floor space by the acre—"RICHMOND" Vacuum Cleaning will pay for itself in from eighteen to thirty months.





To save it *actually, tangibly, traceably*—to save it out of the weekly money paid out on payrolls.

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What vacuum cleaning does for an office building, it will do for a residence, an apartment, a hotel, a school, a library, a church, a theatre, a factory, a store, a garage or a public building.

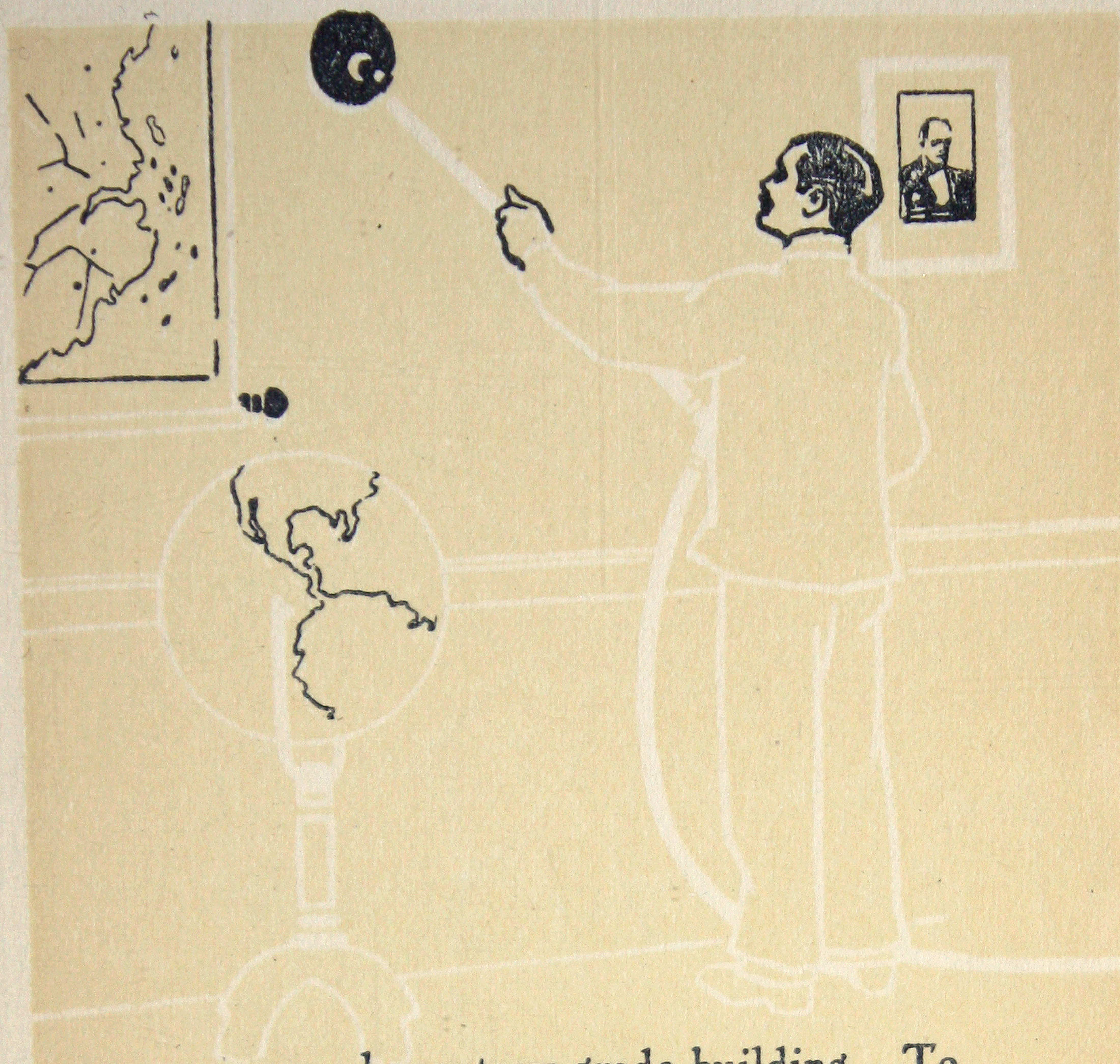
For any of these uses, "RICHMOND" Vacuum Cleaning will easily earn its own way, to say nothing of the cleanliness and convenience and healthfulness it brings.

### Two Men Do the Work Which Formerly Required Five

—*From the Superintendent of Schools,  
Madison, Wis. :-*

"Our high school building is equivalent to something more than a fifty

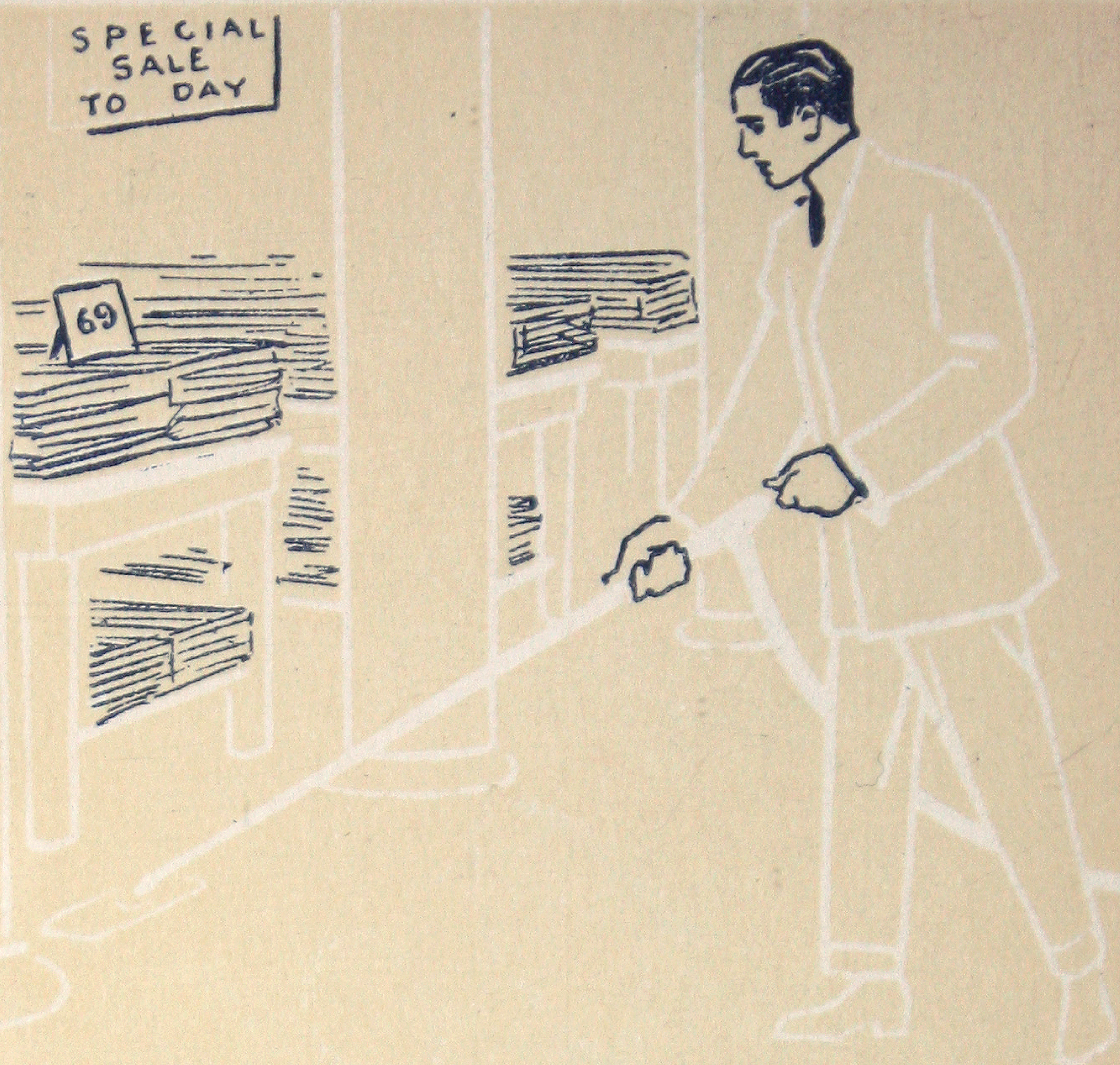




room elementary grade building. To clean this building thoroughly by the old method with brushes and brooms would require about five men daily. With the sweeper two men do the work and do it much more effectively.

"With this sweeper we clean all floors, dust all walls and desks, and clean blackboards and erasers. The whole plant works in a satisfactory manner and our work is done much more thoroughly than it possibly could be done with the old method of brooms and brushes. Our experience leads us to feel that this is the only way to clean a building. It has many advantages both from a sanitary standpoint and from the standpoint of economy."





### Modern Stores Find "RICHMOND" Vacuum Cleaning Indispensable

If there is one place above all others where "RICHMOND" vacuum cleaning will pay for itself over and over again, it is in a store. It will do much more than merely clean floors and fixtures and their coverings. It can be used to advantage in cleaning the merchandise itself. By reason of the handle cut off—an exclusive "RICHMOND" feature—the vacuum can be regulated to an exact nicety. In this way it is possible to clean even the flimsiest fabrics without possibility of injury.

Such merchants as Marshall Field & Co., Chicago; John Wanamaker, New York and Philadelphia; B. Altman & Co., New York; Jordan, Marsh & Co., Boston; James McCreery & Co., New York; Carson, Pirie, Scott & Co., Chicago; Arnold, Constable & Co., New York; R. H. Macy & Co., New York—and 200 others—find that "RICHMOND" Vacuum Cleaner pays *usurious interest* on the investment.





**When You Rent—Insist on  
"RICHMOND" Vacuum  
Cleaning**

You have the same right to expect "RICHMOND" Vacuum Cleaning in the apartment, the house or office you rent, that you have to expect steam heat, sanitary plumbing, electric lighting, or hot water on tap.

For as a convenience it exceeds steam heat.

As a health measure, it exceeds sanitary plumbing.

As a luxury it exceeds electricity and hot water on tap.

And, unlike all other luxuries, "RICHMOND" vacuum cleaning offers you a **positive economy**—an **actual saving** in labor—an **actual dollars and cents** saving on the wear and tear of the cherished furniture and furnishings with which you have surrounded yourself.





It offers not only freedom from the worst drudgery in the world—not only freedom from the annual tear-up called house-cleaning—not only freedom from dust and germ, and their dangers—but it offers a positive saving in your yearly expenses.

Yet the installation of "RICHMOND" Vacuum Cleaning costs your landlord but little.

Modern plumbing costs approximately seven per cent. of the total cost of a residence, and averages one and one-half per cent. per annum for service and maintenance.

Modern heating costs ten per cent. and three per cent. per annum.

Electric lighting costs seven per cent.—and three per cent. per annum,

"RICHMOND" Vacuum Cleaning costs from three to five per cent. to install—and so little to operate that the per annum percentage can hardly be figured!





## The Protection of Eighty-Five Patents

**"RICHMOND"** Vacuum Cleaning embodies the combined ingenuity of all the best inventors of vacuum cleaning machinery including the Kenney Basic Patent and eighty-four others. It includes machines of all forms and types of construction. It offers a full line from which to select—each model being particularly suited to some specific requirement. The trade-mark **"RICHMOND"** stands for the best of all that has been learned in the art of vacuum cleaning. **"RICHMOND"** Vacuum Cleaning can be installed in any building, large or small, old or new, town or country.

Our engineering department is always at the service of architects, engineers and owners who have vacuum cleaning problems to solve.





### Selecting the Right Machine

"RICHMOND" Vacuum Cleaning Systems are made to be operated by electric, steam or gasoline power.

The type and size of machine best suited to a particular building is determined by certain conditions.

1. The size and shape of the building and the extent of floor, wall and ceiling areas will determine the size of the plant—size of machine, amount and size of piping, lengths of hose, etc.

2. The kind of power available will determine the type of machine required.

3. The use to which the building is put will determine the size, kind and number of cleaning tools necessary to do the work.

Our complete catalogues will give detailed information about each style and size of "RICHMOND" Vacuum Cleaning Machine.



# THE McCRUM-HOWELL CO.

*Largest Makers of Vacuum Cleaning  
Systems in the World.*

General Offices:

Park Avenue and 41st Street, NEW YORK  
Rush and Michigan Streets, CHICAGO

Branches and Agencies in all  
principal Cities.

**RICHMOND** Vacuum Cleaning Systems (Manufactured and sold under the protection of the **Basic Kenney Patent** and 84 others);  
**RICHMOND** and **"MODEL"** Heating Systems;  
**RICHMOND** Bath Tubs, Sinks, Lavatories;  
**RICHMOND** Concealed Transom Lifts.

Six Plants: One at Norwich, Conn.; two at Uniontown, Pa.; one at Philadelphia, Pa.; one at Racine, Wis.; one at Chicago, Ill.





“Collect the Dust!  
—Don’t Spread it.”